Project Director First Year Goals and Activities

Project Director Goals by Year End

- Develop a strategy to build a sustainable business model for VIVO, which includes sponsorship, corporate partnerships, contributions in kind and services
- execute strategy and bring in enough funding to execute the plan (probably around $500k per year) or some mix of funds and contributions in kind
- Identify grant funding opportunities for new work of high priority and interest in the community
- Identify and develop strategic partnerships that will further the goals of the VIVO project and community
- Establish self as the VIVO Project Director and "go to" person for VIVO
- Develop 2015 marketing plan in collaboration with DuraSpace Director of Marketing and Communications

Project Director Activities

- Establish communications with existing founding sponsors- through personal visits, phone calls, documenting use case and future needs
- Put together target list of other potential sponsors (up and coming users, corporate users) and solicit these folks through establishing communication, understanding use case, being able to talk about the VIVO value proposition
- Put together complete list of all users, with use case, names etc for CRM
- Put a plan in place to expand the developer community by encouraging other schools and outlining a transparent process working with the tech leads (this should probably be the Tech lead for the project doing this)
- Develop a clear message by audience that outlines the features and benefits of VIVO, and understand how to prioritize these efforts depending on where we see the highest degree of adoption and enthusiasm. Should we focus on pushing VIVO as an ontology, as a administrative tool to measure research, a collaboration site for researchers -- right now the message is scattered.
- Is there an interest/market/opportunity for hosted services, cloud services for aggregated VIVO instance? what is the offering? Can we get grant funding? Who is the target audience?
- Develop and manage VIVO budget
- Visit Europe (1-3 times) to talk to institutions using VIVO, possible collaborations/sponsorship with Sympletic, opportunities yet to be uncovered
- Develop and present VIVO annual report at Duraspace Summit 2016